

SIERRA MADRE NEWS.

VOL. I

SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA, THURSDAY, JANUARY 3, 1907.

NO. 13

Church Notices

FIRST CONGREGATIONAL CHURCH
Sunday School, 9:30 a.m. Morning Service, 11 a.m. Christian Endeavor, 6:45 p.m. Evening Service, 7:30 p.m. Prayer Meeting, Wednesday, 7:30 p.m. Strangers are cordially welcome.

JAMES M. CAMPBELL, D. D., Pastor.

CHURCH OF THE ASCENSION (Episcopal) Morning Prayer and Sermon, 11 a.m. Sunday School, 9:45 a.m. Evening Service, 7:30 p.m. Celebration of Holy Communion, First Sunday in month, 11 a.m., Third Sunday in month, 7:30 a.m. Saints' and Fast Days, 10 a.m. REV. CHAS. E. BENTHAM, Rector.

Public Library

OFFICERS: J. G. Blumer, president; W. S. Andrews, vice-president; Miss Lydia Webster, secretary; John J. Hart, treasurer; J. J. Graham, auditor.

There are over 2300 books in the Library, and the Reading Room table is supplied with the leading magazines and periodicals.

Membership in the Association is open to any person of full age, on paying an annual subscription of two dollars, or a single Life subscription of twenty-five dollars.

A monthly subscription of twenty-five cents entitles the subscriber to the use of the Library but does not qualify such subscriber as a member of the Association.

The Library is open five times each week, viz: On Monday, Wednesday, and Saturday afternoons from 3 till 5, and on Tuesday and Friday evenings from 7 till 9.

Professional Cards

DR. R. HAMILTON MACKERRAS

PHYSICIAN AND SURGEON

Sunset Phone Pasadena 9624

Home Phone Monrovia 2201

Central Ave. East of Hermosa

TIME TABLE

Pacific Electric Railway

Lv. Los Angeles	Lv. Sierra Madre
6 05 a.m.	6 15 a.m.
6 45 e	7 00
7 10	7 47 e
8 10	8 15
9 10	9 15
10 10	10 15
11 10	11 15
12 10 p.m.	12 15 p.m.
1 10	1 15
1 45 e	2 15
2 10	2 47 e
3 10	3 15
4 10	4 15
5 10	5 15
6 10	6 15
8 10	7 05
11 15	9 15
e Combination express and passenger service	

JOTTINGS HERE AND THERE

A sociable will be held at the Hotel Sierra Madre by the Woman's Guild of the Episcopal Church on Thursday evening, January 10th. A musical program will be rendered by local artists. A pleasant social evening is anticipated. An admission of 15 cents will be charged.

Chas. Eveland, ex-mayor of Hot Springs, Arkansas, was the guest of G. E. Morgan and family last week.

The old plaster is coming down off the walls of the town hall and new plaster is going up. People will hardly know the place when the repairs are complete.

J. H. Wright has occupied his new residence of La Salle avenue.

S. N. Fields and wife of Los Angeles enjoyed New Year's dinner with their daughter, Mrs. R. T. Cowles.

J. C. Gleasner has let the contract for the construction of a six-

THE MAIL

Arrives 10 a.m.

6 p.m.

Leaves 8:45 a.m.

4:35 p.m.

Post Office Hours

Delivery 7:30 a.m. - 7:30 p.m.

Money Order 7:30 a.m. - 7:00 p.m.

Lobby open Sundays 8 a.m. - 4 p.m.

TIME TABLE

Santa Fe Route

Santa Anita Station

Arrive from Los Angeles and leave for points East

8:09 a.m. Overland

9:10 a.m. Local

5:11 p.m. Local

8:45 p.m. Overland

Arrive from Eastern points and leave for Los Angeles

7:34 a.m. Overland

9:21 a.m. Local

4:58 p.m. Local

room modern cottage on the property which he bought recently.

Six thousand shares of stock of the Anthracite Peat Fuel Company have been disposed of by Roth & Seely, all but a small portion to Sierra Madre parties.

The organ chamber at the Episcopal Church is being put in readiness for the new organ which has been promised this month. The evening service was omitted last Sunday on account of the unfinished condition of the north transept. The enclosure will be complete by next Sunday, however, and the usual service will be held.

The Ladies' Musical Club will hold the first meeting of the new year at the home of Mrs. C. H. Baker on Friday afternoon, at 3 o'clock.

Mrs. L. Hudson, sister-in-law of R. H. Hudson, has come here from Weatherford, Texas, with her two children, to reside.

The paint on the new railway station has hardly had a chance to get dry before someone up and heaves a rock through one of the windows. When on earth are some of the fellows in this town who do these things going to get some common ordinary horse sense pounded into their heads?

School has begun again. M. Olsen has school shoes, good and strong, to stand the wear and tear. Examine his stock. A good pair of stockings goes with every pair of school shoes.

Maple Grove Butter, the most delicious, put up in a clean, sanitary package. Sold only by the Sierra Madre Grocer Co.

Now we'll have a chance to recuperate after the disastrous effects of Christmas and New Year's dinners.

Andrew Olsen, who has been living at Lamanda Park, has

moved into his new residence here on Suffolk avenue.

W. E. Bechtelheimer has been appointed agent for Adams, Turner & Stevens Co., Undertakers, of Pasadena. All calls answered promptly, and best attendance guaranteed.

Mrs. W. T. Gregory, who has been away on an extended visit with relatives in New York, has returned home again.

Richelieu Vulcan Coffee, guaranteed equal to any coffee on the Coast, 30 cents per pound. Sierra Madre Grocer Co., sole agents.

Mr. and Mrs. Cecil Merritt of Pasadena spent Sunday with F. Evans Atwood at the Churchill ranch.

Mrs. Ayers of Pasadena, who recently built two houses on La Belle avenue, has been here looking after her interests.

Mrs. Laura H. Stevenson, teacher of piano, will give individual instruction at her studio on Laura avenue, at hours to suit pupils.

Andrew M. Olson, son of M. Olsen, and his wife, have been here from San Bernardino on a visit with his parents.

Delay on the part of the railway company in putting in the siding at the station is holding back the shipment of material for the Kersting building, but the contractors expect to have it complete on contract time, nevertheless.

Dill pickles! They're mighty nice. Put this down for your next order from the Sierra Madre Grocer Co.

Start the New Year right, and get that printing you need done by the News.

S. R. G. Twycross and family made an over-Sunday visit to their Ocean Park home.

JOTTINGS HERE AND THERE

A. J. Wheeler, who has been resident here for some months, has decided that Sierra Madre just suits him exactly, so he has bought, through Roth & Seely, lot 8 of the F. E. Robinson tract, where he will build a cottage immediately.

A. R. Hathaway desires to announce that he will contract for the care of orchards or general agricultural work. Persons desiring competent services in this line may address him at Sierra Madre, or call at his residence, Lima and Manzanita streets.

W. F. Hatfield reports the sale of the south forty feet of lot 4, Carter's Vineyard tract, to Sierra Madre parties.

A. W. Miller, road overseer of Compton, has been here looking after his property interests.

Roth & Seely have sold lot 9 of the Piedmont Heights tract to L. J. Howard of Compton, who will build in the near future.

There were some of the residents of Sierra Madre who planned to take the 10 o'clock morning car on New Year's day and go in to take in the tournament. But the 10 o'clock car never arrived, and the disappointed crowd was forced to wait another year.

Miss Jessie Newcomb of Los Angeles has been visiting her aunt, Mrs. W. D. Seely.

J. W. Keys, manager of the Blinn Lumber Company, has been distributing around town some calendars for 1907 that are simply elegant.

To make room for the new organ that is to be placed in the Episcopal Church, the building is undergoing some addition and alteration.

Saturday morning S. E. Rhoades, the bus driver, and the Santa Fe station agent made the acquaintance of a fine specimen of the skunk family down at Santa Anita. They succeeded in driving him into a box and nailed the cover down. Now, what do you think of that? But some sympathetic little folks let him out and so Mr. Skunk lives to tell the tale.

John McKee, F. L. Summers, F. J. Howard and Frank Ramsey, all residents of Compton were shown over beautiful Sierra Madre last Saturday by W. D. Seely.

Look out for your postoffice box. New rules of the postoffice department have gone into effect in all offices. If your box rent is not paid by the first day of the quarter the department's orders are that your box must be declared vacant and your mail put in the general delivery.

Dr. Van Winkle, who has come here to make his home, and who expected to open a dental office this month, has run against a snag in the peculiar laws of California. The State Board of Dental Examiners holds examinations in June and December of each year, and Dr. Van Winkle just missed coming here in time to take the December examination. Owing to the law which does not admit of issuing temporary permits in this state, it is necessary for him to wait until next June. But he says he'll be ready for business as soon as possible.

How many times have you dated your bills and letters 1906 since the new year? Remember, you must write 7 instead of 6.

Roth & Seely report the sale of lot 43 of the newly opened Valley View Tract.

Paul Staples has begun work on a residence for Oscar Seiling, a musician of Los Angeles, in the Bransby Tract.

J. C. Pegler has let the contract for the building of a residence on the lot which he recently bought on Grand View avenue, to G. Caskey.

J. M. Wells, contractor, of Long Beach, has begun work on a residence for Mrs. Anderson on Wilden avenue.

Geo. H. Clark has the foundation in for his new house, which will cost \$3000, on Santa Anita Court in the Sierra Madre Park Tract.

Lewis Thwaites of the Incorporated Society of Musicians and Royal College of Organists, London, England, receives or visits pupils for piano, harmony and theory. Studio, Suffolk avenue.

ROTH & SEELY

Real Estate - Loans - Insurance

Subdivisions and Close in Property a Specialty

Beach Property in Exchange for Sierra Madre Property

Office Opposite the P. E. Station Phone 2503

A Happy New Year To All

We have a nice assortment of goods from
which to select your New Year Gifts

Sierra Madre Department Store ~~S. R. NORRIS, Proprietor.~~

An Utter Failure

At being Ornamental, I am trying to be Useful.
If you want anything made or anything repaired,
Wood or iron, bring it to

V. L. GRAHAM
AUBURN AVE.

Have You Ever Taken The Great Trip Up Mt. Lowe?

It's the Most Marvelous Mountain Railway Journey in the World

Rate from Pasadena \$2.25 Five Cars daily

The Pacific Electric Railway

W. A. EVANS

ELECTRIC

CONTRACTOR
FIXTURES
BELLS
SUPPLIES
WIRING

First Class Work

Central and Lima
Old Bixby Place

SIERRA MADRE

Job Printing - The News

Supervisors Visit Sierra Madre

Last Saturday Supervisors Graham and Alexander visited Sierra Madre and met those who are opposing incorporation as well as those who are promoting the movement, and incidentally there were some warm words bandied back and forth, as some of those who are opposing gave their reasons pretty plainly. Simmered down, the objections come practically to one. The fear that some of the persons who began the movement and who have been pushing it would come into control of municipal affairs should incorporation carry, and that in such an event the condition of Sierra Madre would be anything but enviable. Such was the sentiment voiced before the visiting supervisors.

On Monday the matter of incorporation came up before the board of supervisors again. The fact that there has been no reliable census of Sierra Madre taken, was called to attention and the date of January 8th fixed for a further hearing, when figures as to population must be submitted. So our townspeople will in all likelihood meet the census taker this week.

Not Everything -

While we admit that the weekly newspaper in a community is responsible for many things in its desire to obtain the news, yet we most emphatically object to being made responsible for **everything** that happens. If you have a deal of any kind in process of incubation, why not call the editor to one side and tell him about it, and then when your plans are perfected let him give the news to the public, and not wait till you have told everybody in town about it before you give the item to him. Even editors are known to keep secrets if you tell them to do so. If you don't tell him of the deal, he will very likely get it from some other source, and then the next time you see him you will be sore because you failed to tell him you didn't want the matter published. An item of news is something everybody does not know, and as gathering this commodity is our business, we are likely to tread on somebody's corns if you do not tell us not to do it.—San Fernando Press.

Here is a puzzle that puzzles everybody: Take the number of your living brothers, double the

amount, add to it three, multiply by five, add to it the number of your living sisters; multiply the result by ten, add the number of deaths of brothers and subtract 150 from the result. The right figure will be the number of deaths, the middle will be the number of living sisters and the left will show the number of living brothers. Try it and see.—Ex.

'TWAS EXCELSIOR.

The shades of night were falling fast
As down the cafe aisle there passed
A girl who bore what looked like rice,
Yet called she it by this device—
"Excelsior!"
"Tis not 'Sawdust,' she explained,
"Nor 'Mat in Middling,' hulled and grained,
Nor yet 'Near-Fodder,' nor 'Chew-Chew—
This breakfast food is something NEW—
"Excelsior!"
—Boston Post.

P. A. Baxter ELECTRICIAN

Wiring of every description.
Fixtures at manufacturers prices.

All work guaranteed First-Class and in accordance with rules of National Board of Fire Underwriters.

Windsor Lane

Sierra Madre

C. W. JONES

Builder and Contractor

Houses Built on Installment Plan

Money to
Loan

Cement Work
a Specialty

60 YEARS'
EXPERIENCE

PATENTS

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DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.

MUNN & CO. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

TWOMBLY'S

Pasadena

TWOMBLY'S

About \$15 Suits

A good many men make a practice of paying just \$15.00 for their suits, - no more, no less. These fifteen-dollar spenders are cordially invited to come to us and see what they can get for their money in an **ALFRED BENJAMIN & CO'S SUIT**, - the only clothes we sell. They come in the newest and most popular effects, their lines are artistic, their fitting qualities perfect, and they are unequaled for wear by any other ready-to-wear put up. The Suits themselves tell.

Keep your \$15 in your inside pocket Until You See Us

F. E. TWOMBLY
Clothier - Hatter - Haberdasher

28 EAST COLORADO ST.

PASADENA

FRANK C. BOLT,
President

SHERMAN WASHBURN, V.Pres.
JOHN EARLE JARDINE, V.Pres.

R. H. MILLER,
Asst. Cashier

San Gabriel Valley Bank

PASADENA, California

Capital Stock \$100,000 Surplus and Profits \$125,000

DIRECTORS
Frank C. Bolt John Earle Jardine W. S. Wright
Sherman Washburn Thos. D. Wayne
J. H. Holmes E. R. Braley

Interest Paid on Term
Deposits

T. W. HOWELL

*House painting, Paperhanging
Wall tinting*

Res. Auburn Ave.
near Central.

Estimates
Furnished

F. C. Wright

Contractor and Builder

*Modern Cottages, Bungalows and
Houses A Specialty*

Plans and Specifications furnished on Application

SIERRA MADRE NEWS

R. T. COWLES,
EDITOR AND PROPRIETOR

PUBLISHED EVERY THURSDAY IN SIERRA
MADRE, LOS ANGELES COUNTY,
CALIFORNIA.

SUBSCRIPTION PRICE, \$1.50 per year

Entered as second-class matter, November 8, 1906, at the post office at Sierra Madre, California, under the Act of Congress of March 3, 1879.

Advertising rates on application
Changes for advertising copy must be in our hands not later than Tuesday of each week.

Sunset Phone Main 9628

Thursday, January 3, 1907.

EDITORIAL

Another real estate dealer has come to town. Does that mean more For Sale signs to be plastered on the already gaily decked property? It is high time that the real estate men were getting together and doing away with the unsightly boards that mar the landscape. It's all right to talk about presenting the best side of the town to visitors, but consistency demands that For Sale signs should not be stuck in their faces as soon as they alight from the cars.

Forty dollars per thousand for lumber! That's what stares the intending home-builder in Southern California in the face. And it's still soaring skyward and no relief in sight. Some of those fellows up north belong in the same class with the individual who stands you up in the middle of the road at the point of a gun and empties your pockets.

Do your trading in Sierra Madre as far as you can. It is all right to patronize merchants in other towns when you want goods that are not handled here. If you want anything, see if you can buy it in Sierra Madre; if not, consult our list of advertisers.

If New Year's resolutions were made of glass wouldn't there be a pile of fragments about this time of year?

Did you ever pause to think that holiday or no holiday the newspaper has to go on its way?

Sometimes though editors have to take a few hours' lay off, but those lost hours cannot be caught back again if they occur in the fore part of the week. We found when our exchanges came in last week that the News was not the only paper in the county which came out behind time because the editor took time to eat Christmas dinner.

Those little Japs! They're demanding tribute from us now every time we buy potatoes. And there's a bunch of them in Los Angeles who are getting ready to put up a skyscraper. What's going to happen next?

That New Year's cold snap was just to remind you slightly of childhood days back east.

What gets into some of the city papers, anyway? In describing the storm that was general over Southern California on Monday the Examiner has this: "At Sierra Madre the ground was covered with a white mantle." Will the fellow that sent that message kindly show his head around at the News office. We'd like to see what sort of eyes he has. The nearest approach to snow was about two-minutes of small hail early in the morning.

Don't get frightened at the new labels on the various food products that you see in the stores. The pure food law has gone into effect and now we are supposed to know what the stuff that we eat really is.

Paste this in your hat when you go to the city. Cars, city and suburban, all stop on the near side of the street now. So don't get mad when the motorman sticks his head out of the front window and tells you that you are waiting for the car on the wrong corner.

A vigilance committee to escort whisky drummers out of Fallbrook might not come amiss. Drunken carousals do not look well in a prohibition town, and our people ought to have some means to protect themselves.—Fallbrook Review.

We sympathize with you, brother. We vote "no" on the liquor question here, but we still

S. R. G. Twycross

Cor. Central and Baldwin Aves.

REAL ESTATE and INSURANCE

NOTARY PUBLIC

Public Bus Line. Express. Livery. Wood and Coal.

Established
25 Years.

Sunset Phone Pasadena Main 8556
Home Phone 2204

Call and Examine the Wonderful

AUTOPIANO

THE AUTOPIANO is the combination of a high grade piano with a perfected inside player making an instrument no larger than the ordinary piano. We give you music free when you buy an AUTOPIANO and change as often as you desire, absolutely free. Over 7000 music rolls in stock.

We Sell Exclusively the VICTOR Talking Machine

Largest line vocal and instrumental folios in City

Bartlett Music Co.

231-233-235 S. BROADWAY, Opposite City Hall

Los Angeles,

California

Pasadena Branch - 21 E. Colorado St.

M. OLSEN

DEALER IN

Ladies' Gentlemen's and Childrens'

- SHOES -

Rubbers and Rubber Boots at City Prices

Baldwin Ave

Repairing neatly done

meet the bleary eyes once in a while, perhaps twice. If it was the work of whisky drummers in town we'd get rid of them in a hurry, but we're going to get rid of the joint here that does the business.

Incorporate, or not to incorporate? The question is assuming larger proportion in the minds of the citizens. People who passed the question over lightly weeks ago are beginning to really think about it now. There is no deny-

ing the fact that incorporation is the thing for our town, we cannot remain for long without a municipal government if we expect to attract homesekers, and see the town grow in every way. We must do as other towns have done as they have gone on the road to prominence and influence. If it were a simple question of whether incorporation itself would be beneficial to the town or not, we believe that we would have a hard hunt to find any one standing against the movement. But the question before the community now is not really this as was evidenced by the expressions heard by the supervisors Saturday. It is the firm opinion of a considerable number of our people, and the number is growing, we find, that the men who have been at the bottom of the present movement have their eyes on the municipal offices, and that those men are unfit to administer the government in equity to all. So the question of the present conditions in the town has entered into the matter of incorporation.

We believe that it lies within the power of the voters here to elect trustworthy men to office. But as we said in a former issue of the News, a municipal corporation in bad hands is worse than no city government at all. If we can have the right sort of men in office there is nothing that will help our town more than incorporation. If the condition is otherwise—well, that's the question that's agitating the minds of people now.

How do you like the News in its enlarged form? There is one advantage that this form of paper gives over the larger page. We can add to the number of pages easily to keep up with the growth of business. The News has grown pretty rapidly for a youngster. It started on October 11 with four pages. October 25 it grew to six pages. December 13 it took on a new dress, which much improved its appearance, and now it has grown to eight pages. Well, there is still room to grow.

We intend to make the Sierra Madre News the best country weekly in the county. Of course our brother editors in other towns will dispute with us over this little word "best," but we're going to do it if it is within the range of possibility.

We want someone in every neighborhood who will keep an eye out for news items each week.

The editor has perhaps the longest pair of those useful articles that we use for locomotion that there are in this town, but still he can't get into all the numerous nooks and corners of Sierra Madre each week, though he may try his hardest. So we want a corps of assistants who will jot down the little items about the goings and comings of folks and all the little happenings 'round about their home and send them to us by Tuesday evening of each week. We will gladly furnish stationery and stamps to anyone who will help us thus by sending a few items each week. Let us hear from you at once.

El Monte is thinking about incorporating. That little town that we can see so plainly out in the valley from here is surely going ahead. Four years ago the town wasn't worth blowing up, and what there was of it was mostly saloons. Now it's a clean town and swinging into line with other progressive communities.

Look at this little list. Inglewood, Watts, San Fernando, El Monte. These towns are all on the way toward incorporation.

With our increased space as a result of the enlargement of the paper we will have room for a column for expressions from our subscribers on matters of general interest, and we will welcome letters from them for publication at any time. Communications should not be of greater length than 150 words, and always signed with the name of the writer, although we will not publish the names if requested not to do so.

A good topic for general discussion is incorporation. Are you for or against? What are your reasons? We would be glad to have letters on the subject.

Patronize Our Advertisers

Do you want to help the News along? The practical way is to patronize our advertisers and show them that their advertising pays. Look at this list when you want anything in these lines:

Bank—San Gabriel Valley Bank, Pasadena.

Bread—Fork's Bakery, Monrovia.

Clothing—F. E. Twombly, Pasadena.

Contractors—C. W. Jones, F. C. Wright.

Drugs—W. E. Bechtelheimer.

Electric Contractors—P. A.

Sierra Madre Grocer Co.

Wholesale and Retail Merchants . . .
. High-Grade Groceries

Look Here! SPECIAL FOR THIS WEEK

20 lbs Pure Cane Sugar - \$1.00

Salinas Potatoes by the sack, \$1.90 per hundred
Don't Trade Out of Town We'll discount any city price and
GUARANTEE THE GOODS

Sole Agents for Meek's Butternut Bread and Maple Grove Butter
Long Distance Public Phone
Agents Wells Fargo Express

POST OFFICE BLDG., Cor. Baldwin and Central Ave.
SIERRA MADRE, CAL.

IF YOU WANT

JOB PRINTING

COME FOR IT TO THE OFFICE OF
THE NEWS

THE **L. W. Blinn Lumber Co.**

DEALERS IN
Redwood, Oregon Pine
Yellow Pine and Spruce
Lumber, Sash and Doors

Lime and Cement
Sierra Madre Yard, . . . La Belle Ave., near Baldwin Avenue
J. W. KEYS, Agent

Baxter, W. A. Evans.

Electric Fixtures — Electric Supply & Fixture Co., Pasadena.

Fire Insurance—W. S. Andrews.

Groceries—Sierra Madre Grocer Co.

Groceries and Dry Goods etc.

—Sierra Madre Department Store.

Groceries and Restaurant—Johanna A. Saenger.

Hardware—Clark & Graham.

Jewelry—J. Herbert Hall Co., Pasadena.

Lumber—L. W. Blinn Lumber Co.

Machinist—V. L. Graham.

Meat—Sierra Madre Central Market.

Millinery—Mrs. L. Chloette Carr, Pasadena.

Money to Loan, Real Estate—Richards Investment Co.

Painters—T. W. Howell, J. D. Tucker.

Pianos, etc.—Bartlett Music Co., Pasadena and Los Angeles.

Real Estate—Roth & Seely, S. R. G. Twycross, W. F. Hatfield, Sierra Madre Realty Co.

Shoes—M. Olsen.

Keep your eye on it!

Sierra Madre Valley View Tract

		60									
		65									
		CENTRAL AVENUE									
AVENUE		59	50	50	50	50	50	50	50	50	50
		1	2	3	4	5	6	7	8	9 ₁₅	
		18	17	16	15	14	13	12	11	10 ₁₅	
		59	50	50	50	50	50	50	50	50	
		50									
		SANTA ANITA COURT									
TRAIL		59	50	50	50	50	50	50	50	50	
		19	20	21	22	23	24	25	26	27 ₁₅	
		36	35	34	33	32	31	30	29	28 ₁₅	
		59	50	50	50	50	50	50	50	50	
		50									
		SAN GABRIEL COURT									
MOUNTAIN		59	50	50	50	50	50	50	50	50	
		37	38	39	40	41	42	43	44	45 ₁₅	

ASK ANY SIERRA MADRE DEALER

An Ideal
Place
for
YOUR
Home

Keep your eye on it!

JOTTINGS HERE AND THERE

Sierra Madre was very nearly deserted on New-Year's day. We are so used to seeing people come in carload lots out here on a holiday that it seemed rather strange to see the whole population moving off in the direction of Pasadena, to see the Tournament of Roses. Well, Pasadena has an attraction once a year that brings people from every quarter for miles around, but we have an all-year-round attraction here, and perhaps we can afford to rest from entertaining visitors one day in the year.

When patronizing advertisers, kindly mention that you "saw it in the News."

W. A. Coates and family returned on Friday from their little vacation and report that the town of Perris is still on the map.

P. A. Baxter, electrical contractor, is located on Windsor Lane, where he has a full stock of electrical material and supplies.

Meek's genuine Butter Nut Bread, bread without the bleach, the Sierra Madre Grocer Co. is sole agent.

School is open again, and as a result the small boy is not quite so much in evidence on the streets. The school is at somewhat of a disadvantage until the new school building is ready, as much of the playground has been cut off by the work on the new Kersting block.

Januard 3rd! Of course you made new resolutions with the rest of the world on the 1st. How many have you broken to date?

Order some of Heinze apple butter today from the Sierra Madre Grocer Co.

Hanging up notices in the post-office is an out-of-date method of advertising. If you want to buy or sell anything or have any want that you wish to make known to the townspeople, the proper method is through a liner in the News. The cost? Five cents per line for two insertions, minimum charge, 25 cents.

Here, boys, is something for you. The News office wants good, clean, white rags for press washing, and will pay two cents a

pound for such as we can use. Remember, white and clean, and no wool.

Judging from the new sign that has gone up in front of the office of Roth & Seely, they are determined that people interested in real estate shall head in their direction as soon as they get off the cars.

The annual businessmeeting of the Ladies Aid Society of the Congregational Church, for the election of officers will be held in the Church Annex on Tuesday afternoon at 3 o'clock.

AGENTS WANTED.

People's Mutual Life Insurance Association and League of Syracuse, N. Y., wants male and female agents in every place in Southern California. W. P. Cook, District Manager, 1432 F. St., San Diego; 215 Mercantile Place, Los Angeles.

EXCUSED

Teachers in the public schools often find laughter and tears close together in their experiences with pupils. In one of the West Side schools a teacher in the primary grades had had great difficulty in impressing on her pupils the necessity of bringing written excuses when, for good reasons, they were absent or tardy. She even went so far as to call on the parents of some of the pupils and explain the matter to them personally. One of the families on which she had the hardest work to impress the necessity of sending excuses was that of a little boy named Isadore. His parents had been in this country but a short time and did not understand the American customs, but finally the teacher, after several calls, succeeded in impressing on them the importance of what she asked.

Two or three weeks later Isadore was absent for three days. The teacher made up her mind that something serious must be the matter. The boy was a bright and willing pupil and she had become most interested in him. Finally, on the morning of the fourth day another pupil

whose parents lived in the same block with Isadore, came up to the teacher's desk when he reached school in the morning and handed up a tear-stained and dirty little piece of paper.

"Dear teacher," it said, in pain-

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You will say so too if you try it.
None genuine without the label. Ask
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fully laborious letters, "please
excuse little Isadore for being ab-
sent. He is dead."

idea of the Alaska-Yukon-Pacific
Exposition, so that they can work
intelligently for business to the
Coast in 1909.

The Association of Traveling
Passenger Agents will hold its
1908 meeting at Seattle. This
will give the agents an excellent

JOB PRINTING THE NEWS

THE COUNTRY EDITOR.

Say, Brother Editors, the fellow that wrote this article knew what he was talking about, didn't he?

"If there is a man on the face of the earth who is worse used and less appreciated than is the editor of a country weekly in a small town, then the fact has never been brought into the lime-light of publicity.

Look at him! He is supposed to record the coming and going of every man, woman and child in the community; to print the hand-bills and dodgers for church entertainments at half-price or for nothing at all, "just to help the cause." He has to look sweet every time a subscriber comes around and orders his paper stopped simply because that subscriber's name happened to get left out of a write-up of Mrs. Brown's card party; he is expected to boom his town and its business men and to stand by the place with his last breath and the last drop of ink in the keg without expecting the least bit of recompense therefor.

If a business enterprise from an outside source is contemplating moving to and opening up in his town he is expected to give away whole columns in his paper toward boozing the new acquisition without looking for any thanks from the citizens.

If there is a political fight on hand he is expected to come out either for one or the other of the constituents, in spite of the fact that he wishes both men were dead and buried, and he is not asked to send in his expense bill after the election, either. If a new school house is needed or a bad saloon criticised by the populace, the editor must laud the one and bedevil the other, although the saloonist may be twice as prompt in paving his subscription as is the school superintendent. If a new cross-walk is needed in front of the postoffice, it is the country editor who announces the fact, and if there is to be a social for the benefit of the new minister, with a donation attached, the editor must not only give a couple of sticks of space on the front page for three weeks in advance but he also is asked to "chip in" toward the cash fund for the parson.

He must meet with a smile the business man who thinks it don't pay to advertise after the holidays, and who drops in the first of the year and kills off his ad. He has to yield cash regularly every month to the butcher, the baker, the grocer, the fuel man, yea,

Have Headaches?

Glasses not suited to your eyes are detrimental. If you have headaches or your eyes ache, or your vision blurs when reading, writing or sewing, call and allow our Optical Specialist give you a careful, scientific examination. If your eyes are in need of glasses, and you say so, he'll fit them for you.

Children's Eyes A Specialty

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FOR SALE. Lots in Wheeler Heights Addition with bearing orange and lemon trees, the most beautiful and healthful spot in California, streets graded, cement walks, curbing and gutters in. At Bargain Prices. See agent at house in addition.

FOR SALE. Horse, top buggy, and harness complete. W. H. Pinney, Lima St.

even the landlord, and yet, when the country editor sends out notice to delinquent subscribers that he would like a little spare cash to pay off his help or buy a new set of rollers, a keg of ink or perhaps a box of paper collars and a pair of pants for himself or a new set of store teeth for his wife, he is maligned, abused, misused, talked about, sneered at and insulted in public and private, and made to feel that he is but a worm in the dust. And yet he gets out such a good paper that the man who has abused him the worst will sneak across the road after dark to the home of a man who takes the paper and borrow it in order that he may read about what is going on in his town and find out what new improvements have been recommended at the last meeting of the councilmen.

Don't talk about myrtars of old! They're not in it a second with the country editor." — Exchange.

Henry E. Reed, director of exploitation, of the Alaska-Yukon-Pacific Exposition, is now carrying on a campaign to secure state participation. Advices already received from governors assure the representation of many states.

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